

RJ REYNOLDS

TOBACCO COMPANY

COPY

September 22, 1997

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

RJR Account #442680

M. Gandulla
MOUNTAIN CANDY

NOVEMBER DORAL B2G1F / PROMOTION #701647

Dear Mark:

DORAL B2G1F pre-sleeved product (6M) has been ordered (see quantities listed below), as well as 103 skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts. (*This includes 15 Displays to be shipped to identified WAM accounts*)

BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-24488	7
Light Men 100	12300-24492	7
Light 100	12300-24489	7
FF 100	12300-24490	3

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

PO #102097

Product / Premium Arrival:

October 20, 1997

Ship Date to Retail:

Week of: October 27, 1997

SKU CUBE:

1.0195

SKU WT (w/o Product):

1.7300 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (If additional live pack is NOT added to Display)

EFT \$ Amount:

\$3,713.93

51844 9062

-2-

B2G1F
MOUNTAIN CANDY

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$119.00 (8.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean
Enclosures:

- Customer List
- Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

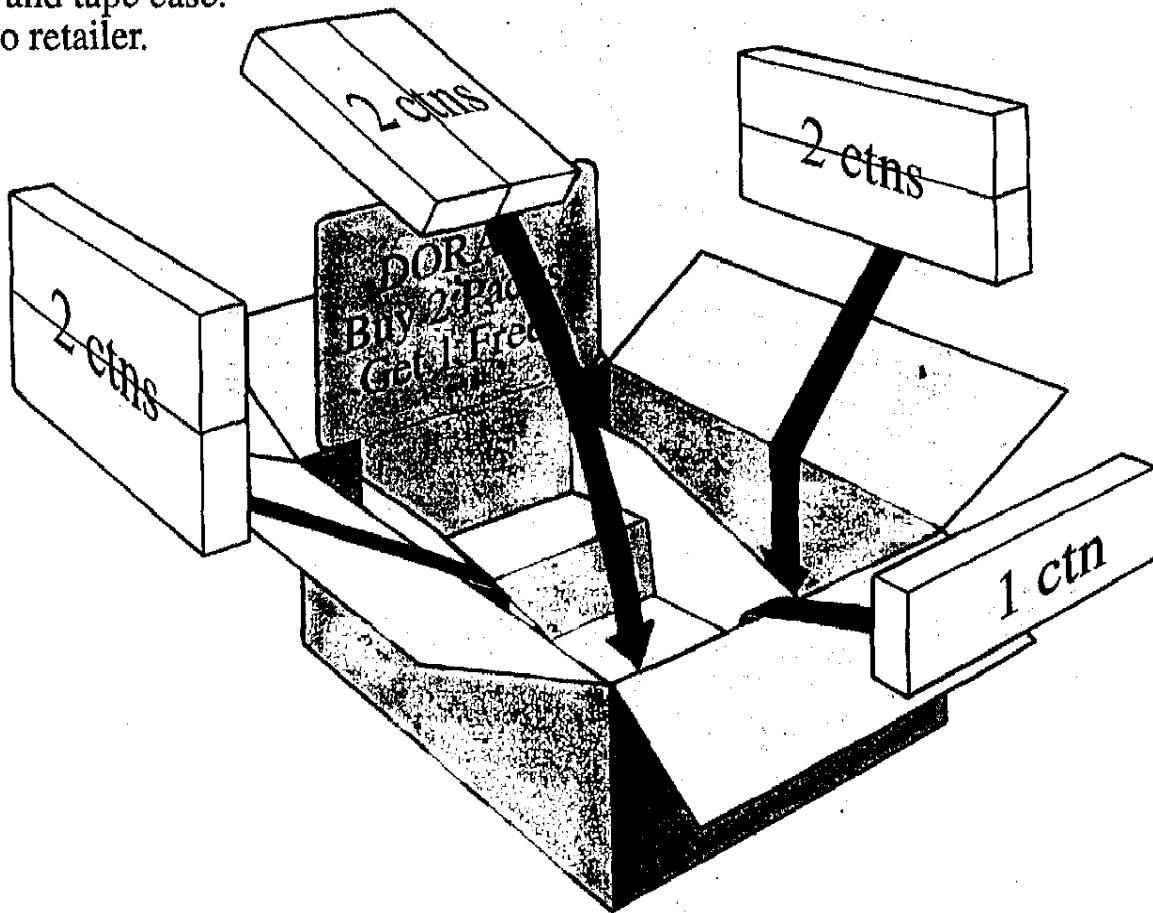
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #533174

Description: DORAL November-December B2G1F Display/POS Kit

Brand Style	LIGHT	LT MEN 100	LIGHT 100	FF 100		
Number of Cartons	2	2	2	1		

51844 9064

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WORKPLAN VAP TEMPLATE LISTING

 PAGE: 46
 DATE: 97-09-08
 TIME: 08:55 AM

 WHOLESALER : 442680 MOUNTAIN CANDY & CIG. CO., INC <DIRECT>
 TEMPLATE : 701647 71100 DOR B2G1F NOV
 TEMPLATE SEQ : 0019
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
133005	133030	659479	DAILY STOP INC	168 JERSEY AVE	PORT JERVIS	NY	12771	1				(914)856-1505
133005	133030	660610	JASON-DOBB'S	EAST MAIN ST	PORT JERVIS	NY	12771	1		962035		(914)856-2486
133005	133030	578939	PLAZA TOBACCO	WINDMERE AVENUE	GREENWOOD LAKE	NY	10925	1				(914)477-0479
133005	133030	693284	PINE ISLAND FOOD CT	RR 3 BOX 3	GOSHEN	NY	10924	1				(914)256-4287
133005	133030	051215	GUPTA GROCERY CO.	DAIRY MART 611	MONROE	NY	10950	1	2757-1100	943175		(914)782-7810
133005	133030	050008	WALLACE MOBIL	413 N MAIN ST	MONROE	NY	10950	1 NYS	2358-0000			(914)783-0264
162204	162233	575577	GETTY MART	91 W MAIN ST	HANCOCK	NY	13783	3		947259		(607)637-4943
162204	162226	724724	MONSTER MART	2965 NYST RT 26	GLEN AUBREY	NY	13777	1		977264		(607)862-3038
162204	162226	743920	MAIN STREET BP	77 MAIN ST	BINGHAMTON	NY	13905	1				(607)724-4271
162206	162234	728531	RAINBOW FUELS & OIL T/A THE PIT STOP	COOPERSTOWN		NY	13326	1				(607)547-9572
162210	162227	178199	CELKERS STORE	PO BOX 74 ROUTE 9	BARRYVILLE	NY	12719	1		906099		(914)557-6044
162210		675062	ULTRA POWER MONTICE RACENWAY RD & JEFF	MONTICELLO		NY	12701	1				(914)794-1802
162210		675064	MOBIL MINI MART	KHOTIAR CORP.	COCHECTON	NY	12726	3		964932		(914)932-8686
162210	162227	678964	A&K DELI MART	210 WICKHAM AVE	MIDDLETON	NY	10940	1		970285		(914)342-8866
162210	162227	680554	MIDDLETOWN TEXACO M	DOLSEN AVE & DOLS	MIDDLETON	NY	10940	1				(914)342-7006
162210	162227	688444	PRIME GAS & REPAIR	106 S MAIN ST	ELLENVILLE	NY	12428	1				(914)647-3025
162210	162227	688672	STAR MARKET LLC	RT 17N M&M RD	MIDDLETON	NY	10940	1		967042		(914)361-5113
162210	162227	688860	R&S INCORPORATED	P.O. BOX #2	BULLVILLE	NY	10915	1				(914)361-0883
162210	162227	691930	PINE MART, INC.	RT. 42	KIAMESHA LAKE	NY	12751	1				(914)796-1133
162210	162234	698971	ROXBURY CONV STORE	MAIN STREET	ROXBURY	NY	12474	1				(607)326-7133
162210	162327	703094	A&T PETROLEUM	PO BOX 1103	FINE BUSH	NY	12566	1		964510		(914)744-5182
162210	162227	723846	GILL MART	76 E MAIN ST	MIDDLETON	NY	10940	1				(914)344-0192
162210	162227	732078	MOBIL FOOD MART	RT 17K	BULLVILLE	NY	10915	1				(914)361-3919
162210		732088	Z.S.E.S CORP.	150 BROADWAY	MONTICELLO	NY	12701	1				(914)794-2127
162210	162227	737910	RALPH'S	259 E MAIN ST	MIDDLETON	NY	10940	1		981142		
162210		748865	SONNY'S MOBIL MART	SHIVANI CORP	MONTICELLO	NY	12701	1				(914)796-1052
162210	162227	769971	SHORT STOP STORE IN	480 E MAIN ST	MIDDLETON	NY	10940	1				(914)343-6062
162210	162227	895203	FAIR OAKS S/S INC.	ROUTE 17M-BROWN R	MIDDLETON	NY	10940	1		925586		(914)361-4466
162210	162233	569076	TIGERS DEN EXXON	ROUTE 52	LIBERTY	NY	12754	2		922062		(914)292-2413
162210	162227	580163	SUNRISE STORE DBA	SUNRISE STORE	SLATE HILL	NY	10973	1		954644		(914)355-2829
162210	162227	586029	RACEWAY EXXON	167 JEFFERSON ST	MONTICELLO	NY	12701	1		919464		(914)794-4050
162210		590577	STEVE'S	KIRK ROAD	NARROWSBURG	NY	12764	1		952150		(914)252-3200
162210	162233	654303	ULTRA POWER CORP	MAIN ST. & ROCK A	LIVINGSTON MAN	NY	12758	1				(914)439-5251
162210	162227	674467	KOLI ENTERPRISES	425 MAIN ST	SOUTH FALLSBUR	NY	12779	1		965038		(914)434-7025
162210	162227	674468	U-P WOODBOURNE	RT. 42 & 52	WOODBOURNE	NY	12788	1		964809		(914)434-7072
162210	162227	250219	JOE ROTAS	288 BROADWAY	MONTICELLO	NY	12701	1		927038		(914)794-4460
162210	162227	386605	CABRERA'S AUTO REPA	ROUTE 42 NORTH	MONTICELLO	NY	12701	1		941617		(914)794-8421
162210	162233	388703	52 PICK-UP	6363 STATE ROUTE	LIBERTY	NY	12754	1		928895		(914)292-1655
162210	162227	443887	S&O MINI MART	361 BROADWAY	MONTICELLO	NY	12701	1				(914)791-5142
162210	162227	458081	AMI PETRO, INC.	700 ROUTE 211 E	MIDDLETON	NY	10940	2				(914)692-0803
162210		475191	GETTY	ROUTE 52	ELLENVILLE	NY	12428	1		946491		(914)647-6011
162210	162227	557522	WALLACE OIL CO., INC	471 NORTH ST	MIDDLETON	NY	10940	1 NYS	2358-0000	960245		(914)362-6799

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TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162210	162227	179216	DOLSON MOBIL	DOLSON ROUTE 17	MIDDLETON	NY	10940	1	NYS	2358-0000		(914)342-0135	
162210	162227	191649	WALLY MART SUNOCO	FAIRLAWN AVE & RT	MIDDLETON	NY	10940	1	NYS	2358-0000	956946	(914)342-0135	
162210	162227	209401	WILSON FIELD MOBIL	DOLSON AVENUE	MIDDLETON	NY	10940	1	NYS	2358-0000	442680	(914)342-4224	
162303	162324	739081	A&S MART INC.	2501 ALBANY ST	SCHENECTADY	NY	12304	1				(518)382-0832	
162304	162322	643303	SPI INSTAMART	699 N PEARL ST	ALBANY	NY	12204	1				(518)449-3110	
162305	162327	486928	BROADWAY GROCERS	702 AB BROADWAY	KINGSTON	NY	12401	1				963645 (914)338-7275	
162305	162326	767885	JAMES VARIETY II	149 2ND AVE	ALBANY	NY	12202	1				(518)449-2421	
162306	162326	176859	HILLSDALE SUPER	ROUTE 23	HILLSDALE	NY	12529	1				963165 (518)325-4341	
162306	162328	178618	HWANG CORP	RR 3 BOX 490A	RED HOOK	NY	12571	1				949451 (914)758-6165	
162306	162327	620264	CITGO GUJAR	RT. 32	ROSENDALE	NY	12472	1				956268 (914)658-3708	
162306	162327	651694	CITGO STONE RIDGE	3492 MAIN ST.	STONE RIDGE	NY	12484	1				960971 (914)687-0339	
162306	162328	699045	RAINBOW PETROLEUM I	106 ROUTE 9 N	RHINEBECK	NY	12572	1				(914)876-2987	
162307	162328	661133	ON THE RUN #1765Y	660 ROUTE 9W	HIGHLAND	NY	12528	1		0975-0217	963082	(914)691-9778	
162307	162327	733040	JAMAN ENTERPRISE LT	402 ROUTE 9W	NEWBURGH	NY	12550	3		0362-0102		(914)562-4242	
162307	162327	764472	RAM PETROLEUM	160 MAIN ST	NEW PALTZ	NY	12561	1				(914)255-4420	
162307	162330	179819	CARTON GROCERY, INC	DAIRY MART 613	CONGERS	NY	10920	1		2757-1100	963991	(914)268-6291	
162307		274614	44-55 DELI	RT 44 & 55 BOX 56	HIGHLAND	NY	12528	1				944090 (914)691-9190	
162307	162327	303493	MEADOW HILL, MOBIL	1117 UNION AVE	NEWBURGH	NY	12550	1				481952 (914)564-4410	
162307	162327	420051	GETTY GUJJAR PETRO	76 NORTH CHEST RT	NEW PALTZ	NY	12561	1				(914)255-7830	
162307	162330	567488	RTW STATIONERY, INC	DBA RICHIE'S STAT	SUFFERN	NY	10901	1				(914)357-6898	
162307		636230	EMAN MOUTAZI LTD	1 HOMEWOOD AVE	NEWBURGH	NY	12550	1		5474-0000		(914)567-0408	
162307	162327	472372	CHILIANA E ASSOC. IN	197 N PLANK RD	NEWBURGH	NY	12550	1	NYS	0362-0102	046912	(914)561-1391	
162308	162328	619804	VALUE RITE THRIFT	RT 9G HAVILAND	HYDE PARK	NY	12538	3				(914)229-0438	
162308	162328	659740	JULIANS DELI	RT 9G BOX 956	HYDE PARK	NY	12538	1				953281 (914)229-9829	
162308	162329	701607	SHURFINE FOODS	RT.22 BOX 625	WINODALE	NY	12594	1				(914)832-9361	
162308	162328	723015	LAL PETROLEUM	RT 44 & TIMOTHY H	PLEASANT VALLE	NY	12569	1				(914)635-8423	
162308	162329	729876	FOODWAY CONV	1163 ROUTE 9	WAPPINGERS FLS	NY	12590	1				(914)298-1493	
162308	162329	766944	BUDDY'S SERVICE CTR	233 FREEDOM PLAIN	POUGHKEEPSIE	NY	12603	1		1449-0000	946194	(914)452-4965	
162309	162329	682873	RKJ ENTERPRISE	I - 84 & RTE 52	CARMEL	NY	10512	1				965327 (914)878-2557	

PAGE BREAK TOTAL ACCOUNTS 71 TOTAL QUANTITY 88

TEMPLATE TOTAL ACCOUNTS 71 TOTAL QUANTITY

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